

# Syllabus Updation on Website

**BBA**

**Chaudhary Charan Singh University, Meerut**  
**Syllabus**



**[Effective from the Session: 2020-21 onwards]**

**BACHELOR OF BUSINESS ADMINISTRATION**  
**(B.B.A.)**

# Chaudhary Charan Singh University, Meerut

## THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PROGRAMME

### COURSE CONTENTS

SEMESTER – I	Theory	INT.	Total
BBA-101: Fundamentals of Management	75	25	100
BBA-102: Organizational Behavior	75	25	100
BBA-103: Managerial Economics	75	25	100
BBA-104: Accounting and Financial Analysis	75	25	100
BBA-105: Business Law	75	25	100
BBA-106: Business Organization and Ethics	75	25	100
BBA-008: Environmental Studies (Qualifying paper)			100.
SEMESTER – II			
BBA-201: Quantitative Techniques for Business	75	25	100
BBA-202: Business Communication	75	25	100
BBA-203: Human Resource Management	75	25	100
BBA-204: Marketing Management	75	25	100
BBA-205 : Business Environment	75	25	100
BBA-206: Fundamentals of Computer	75	25	100
BBA-207: Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits			100
SEMESTER – III			
BBA-301: Advertising Management	75	25	100
BBA-302: Team Building & Leadership	75	25	100
BBA-303 Indian Economy	75	25	100
BBA-304: Customer Relationship Management	75	25	100

BBA-305:Management Information System	75	25	100
BBA-306:Income Tax Law & practice	75	25	100

#### SEMESTER – IV

BBA-401:ConsumerBehavior	75	25	100
BBA-402:Financial Management	75	25	100
BBA-403:Production& Operation Management	75	25	100
BBA-404:Sales& Distribution Management	75	25	100
BBA-405:Research Methodology	75	25	100
BBA-406:Entrepreneurship&Small Business Management	75	25	100
BBA-407:Computer Oriented Practical & Viva- Voce			100

#### SEMESTER – V

BBA-501:Arithmetic Aptitude	75	25	100
BBA-502:Aptitude Reasoning	75	25	100
BBA-503:General Business Awareness	75	25	100
BBA-504:General English	75	25	100
BBA-505:Elective Paper M-1/ F-1	75	25	100
BBA-506:Elective Paper M-2 / F-2	75	25	100
BBA-507:Summer Training Project Report based Viva- Voce			100

**Note: Paper code BBA-501, BBA-502, BBA-503 and BBA-504 will be of multiple-choice objective type questions.**

#### SEMESTER – VI

BBA-601:Strategic Management & Business Policy	75	25	100
BBA-602:Operation Research	75	25	100
BBA-603:Fundamentals of E Commerce	75	25	100
BBA-604:Economic and Industrial Law	75	25	100
BBA-605:Elective Paper M-3/ F-3	75	25	100

BBA-606:Elective Paper M-4/ F-4	75	25	100
BBA-607: Comprehensive Viva-Voce			100

**The Elective papers in the functional specialization will be as follows:**

**Marketing:**

M-1 Rural Marketing

M-2 Service Marketing

M-3 Retail Management

M-4 Digital Marketing

**Finance:**

F-1 Corporate Taxes-Direct and Indirect Tax

F-2 Financial Institutions & Investment Management

F-3 Cost and Management Accounting

F-4 Company Accounts